



GATEWAY SIGNAGE STUDY

November 19, 2024 | Council Session

LANARC

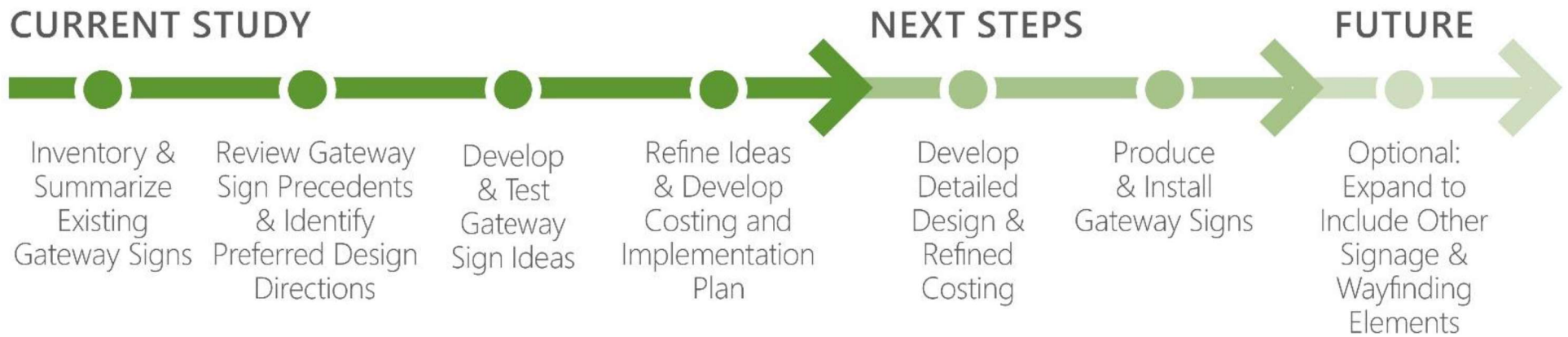
PRESENTATION OUTLINE

- ▶ **Purpose and Process**
- ▶ **Background**
 - Existing signs
 - Precedents
- ▶ **Recommendations**
 - Guiding principles
 - Design concepts
 - Implementation considerations

PURPOSE

- ▶ Improve the **visibility** of North Cowichan's geographic boundaries
- ▶ **Distinguish** the municipality from surrounding communities
- ▶ Update the visual look of gateway signage, including improved **accessibility and legibility** and an attractive character that reflects North Cowichan
- ▶ Set the stage for potential further steps to improve **consistency** of signage within the municipality

PROCESS DIAGRAM



EXISTING GATEWAY SIGNS

- ▶ **Primary Gateway Sign**
- ▶ **Municipal Hall Sign**
- ▶ **Custom Village Signs**
- ▶ **Duncan Gateway Sign**
- ▶ **Secondary Gateway**
- ▶ **Village Marker**

EXISTING

Sign Styles

Primary Gateway Sign



EXISTING

Sign Styles

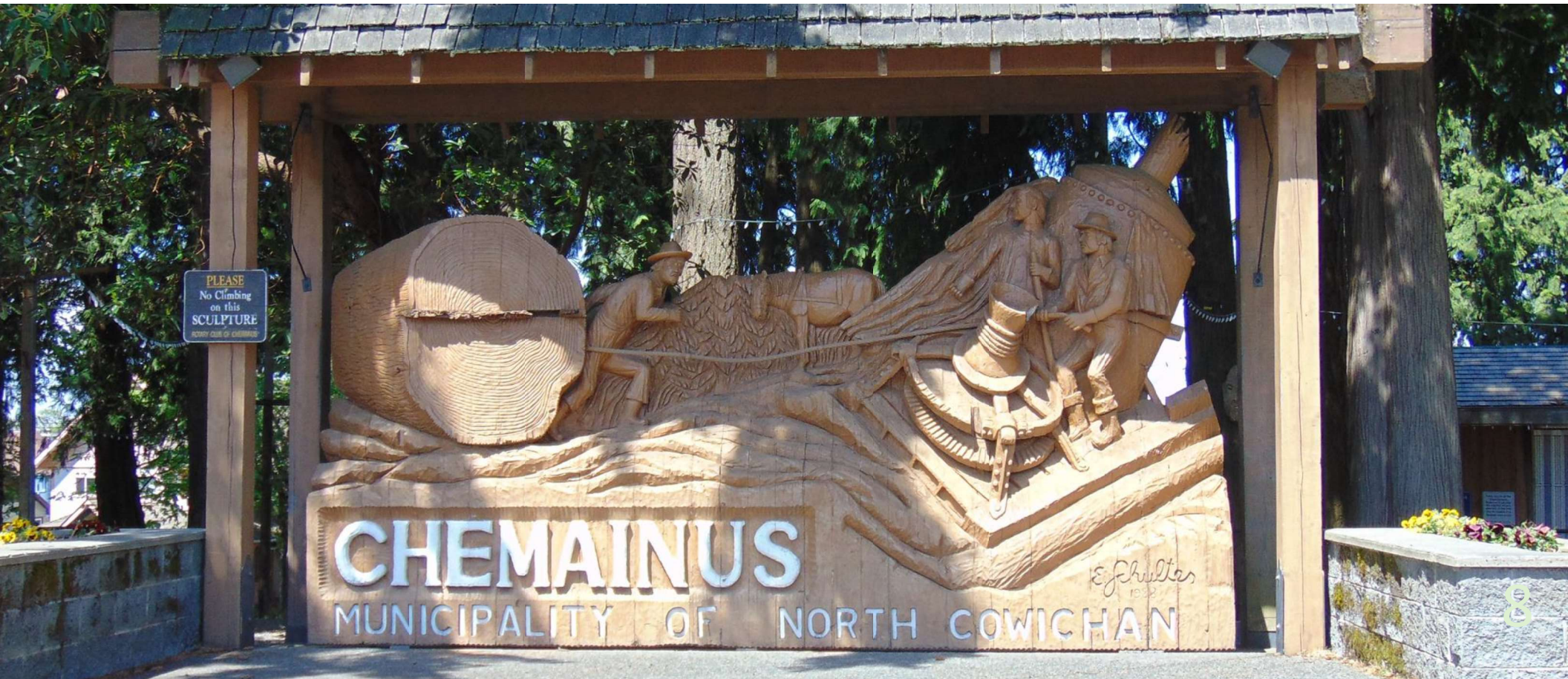
Municipal Hall Sign



EXISTING

Sign Styles

Custom Village Signs



EXISTING

Sign Styles

City of Duncan Gateway Signs



EXISTING

Sign Styles

Secondary Gateways / Village Marker



PRECEDENTS



GUIDING PRINCIPLES

VISIBLE & ACCESSIBLE

LONG LASTING

ATTRACTIVE &
RELATABLE

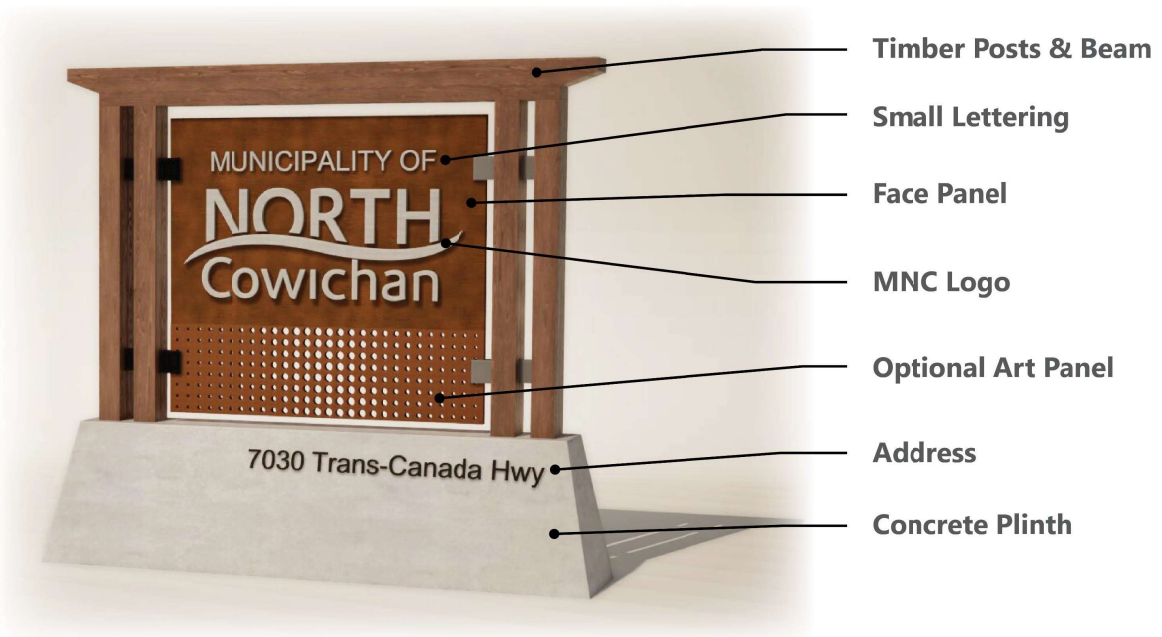
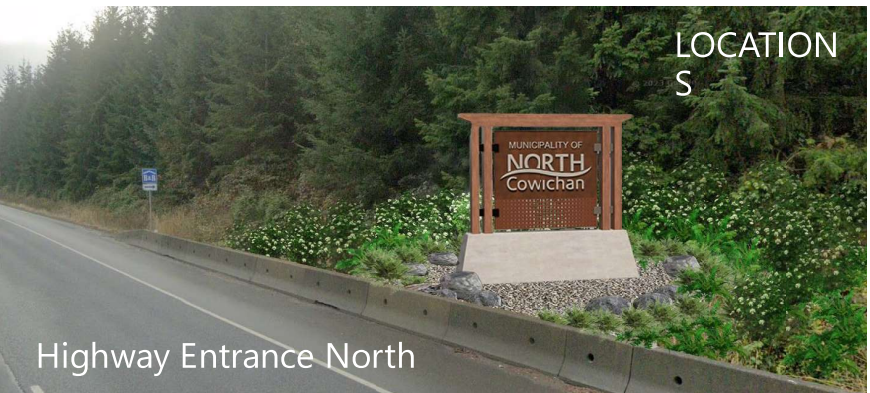
SIGNAGE CONCEPTS

Gateway Sign – Style A

Gateway Sign – Style B

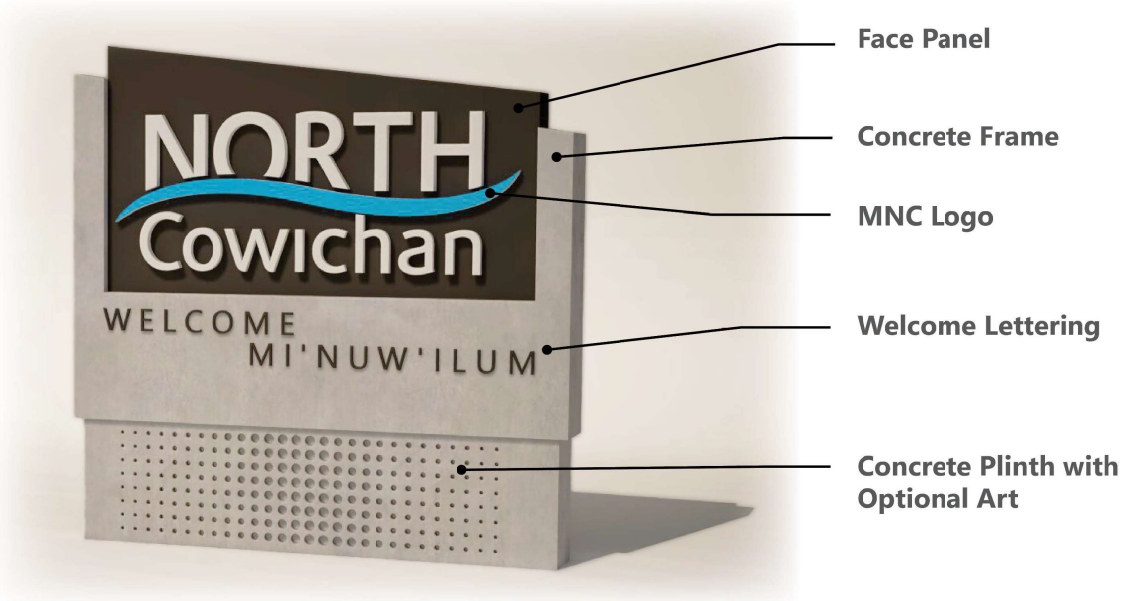
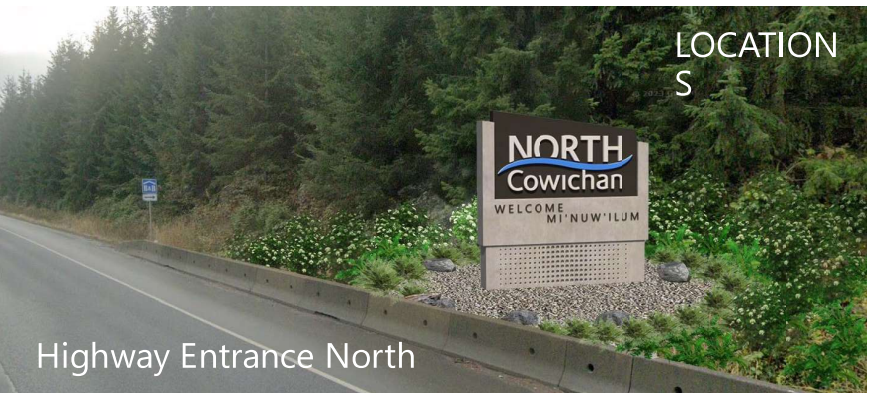
**Gateway Sign -
Overpass**

GATEWAY SIGN Style A



PRELIMINARY BUDGET
ESTIMATE
\$ 82,000-
\$107,000

GATEWAY SIGN Style B



PRELIMINARY BUDGET
ESTIMATE
\$ 86,000-
\$ 116,000

GATEWAY SIGN Overpass

An architectural rendering of a modern pedestrian overpass. The overpass is a concrete structure supported by a single pillar, with a glass railing. A sign on the side of the overpass reads "NORTH Cowichan" in white, with a blue wave graphic under "NORTH". People are shown walking on the overpass and on a set of stairs to the right. The scene is set on a paved road with a blue-painted section, surrounded by greenery and a clear blue sky with light clouds.

NORTH Cowichan

PRELIMINARY BUDGET
ESTIMATE
\$113,000-\$136,000

SHORT-TERM NEXT STEPS

- ▶ Coordinate with the North Cowichan Active Transportation Overpass design team to confirm integration of a signage feature within the overpass. Advance design installation as part of the **overpass design process**.
- ▶ Develop an **annual banner program**, along with a banner design for the first year to add gateway banners in select locations.
- ▶ Identify the **preferred gateway design concept** (Style A or Style B) and develop detailed designs, including coordination with MOTI, site design and engineering, art components, and final costing.
- ▶ Review the banner program and, if successful, consider expansions, and implement new banners with changing designs annually.



THANK YOU